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Contract

## **Media Planning and Buying**

Heriot-Watt University

F03: Contract award notice

Notice identifier: 2024/S 000-027391

Procurement identifier (OCID): ocds-h6vhtk-044da2

Published 28 August 2024, 10:04am

## **Section I: Contracting authority**

### **I.1) Name and addresses**

Heriot-Watt University

Moyen House, Research Park North, Heriot-Watt University

Riccarton, Edinburgh

EH14 4AP

### **Contact**

Richard Kinghorn

### **Email**

[R.G.Kinghorn@hw.ac.uk](mailto:R.G.Kinghorn@hw.ac.uk)

### **Telephone**

+44 1314513704

**Country**

United Kingdom

**NUTS code**

UKM75 - Edinburgh, City of

**Internet address(es)**

Main address

<http://hw.ac.uk>

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00307](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00307)

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Education

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Media Planning and Buying

Reference number

HWU-UK-2324-209-00

#### **II.1.2) Main CPV code**

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The University seeking an agency for Media Planning and Buying that will cover all media buying requirements for student recruitment (both on-campus, HW Online, Edinburgh, Dubai and Malaysia), Graduate Apprenticeships, Enterprise, Staff Recruitment and general promotion over a range of media types, and across a range of UK and international markets

#### **II.1.6) Information about lots**

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Lowest offer: £262,500 / Highest offer: £861,000 taken into consideration

### **II.2) Description**

#### **II.2.3) Place of performance**

NUTS codes

- UKM75 - Edinburgh, City of

Main site or place of performance

Heriot-Watt University

Riccarton Campus

Edinburgh

EH14 4AS

## **II.2.4) Description of the procurement**

The University seeking an agency for Media Planning and Buying that will cover all media buying requirements for student recruitment (both on-campus, HW Online, Edinburgh, Dubai and Malaysia), Graduate Apprenticeships, Enterprise, Staff Recruitment and general promotion over a range of media types, and across a range of UK and international markets.

## **II.2.5) Award criteria**

Quality criterion - Name: Technical / Weighting: 75

Cost criterion - Name: Commercial / Weighting: 25

## **II.2.11) Information about options**

Options: No

## **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## Section IV. Procedure

### IV.1) Description

#### IV.1.1) Type of procedure

Open procedure

#### IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

### IV.2) Administrative information

#### IV.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-010053](#)

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## Section V. Award of contract

### Contract No

HWU-UK-2324-209-00

A contract/lot is awarded: Yes

### V.2) Award of contract

#### V.2.1) Date of conclusion of the contract

27 August 2024

#### V.2.2) Information about tenders

Number of tenders received: 7

Number of tenders received from SMEs: 7

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 7

Number of tenders received by electronic means: 7

The contract has been awarded to a group of economic operators: No

### **V.2.3) Name and address of the contractor**

Hunterlodge Group Ltd

171 High Street

Rickmansworth

WD3 1AY

Telephone

+44 07787576993

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

### **V.2.4) Information on value of contract/lot (excluding VAT)**

Lowest offer: £262,500 / Highest offer: £861,000 taken into consideration

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## **Section VI. Complementary information**

### **VI.3) Additional information**

Economic operators may be excluded from this competition if they are in any of the situations referred to in regulation 58 of the Public Contracts(Scotland)Regulations 2015.

Tenderers will be asked to submit the following forms. These forms are for information only

and will not be scored : Form of Tender, Bona Fide Tender, Freedom of Information, Supply Chain Code of Conduct.

The Successful Tenderer must confirm that they comply with the requirements of the Modern Slavery Act 2015.

The Successful Tenderer will be required to provide two years audited accounts, or equivalent prior to awarded to the Contract, or confirm in their tender submission the publicly accessible, free, online location of accounts if available in such a format.

There must be no qualification or contra-indication from any evidence provided in support of the Contractor's economic and financial standing.

Where the capability & capacity of a subcontractor, members of a consortia or any other body will be relied on, separate SPD(s) are required from each of those other parties relied on.

Where subcontractors are to be used but their capability & capacity are not relied on, the University may choose to request separate SPD(s).

The buyer is using PCS-Tender to conduct this ITT exercise.

The Project code is 26421. The ITT code is 54316

(SC Ref: 776397)

## **VI.4) Procedures for review**

### **VI.4.1) Review body**

Edinburgh Sheriff Court and Justice of the Peace Court

Edinburgh

Country

United Kingdom